



# Great Barrier Reef tourism industry and stakeholder climate change survey 2010

## Summary

The Great Barrier Reef Marine Park Authority (GBRMPA) commissioned Roy Morgan Research to undertake a telephone survey in April 2010 to investigate climate change awareness, perceptions and behaviours amongst marine tourism operators and industry stakeholders. The survey found that climate change was the most top-of-mind environmental threat to the Reef, mentioned by 41 per cent of respondents without being prompted, and 99 per cent of respondents indicated they were aware of one or more of the GBRMPA's climate change initiatives and 87% had used one of these initiatives.

## Background

In 2009 the GBRMPA, in conjunction with partners in the tourism industry, launched the *Great Barrier Reef Tourism Climate Change Action Strategy*. Over the past two years the GBRMPA has launched a number of climate change initiatives designed to assist the Great Barrier Reef marine tourism industry adapt to, and mitigate, the impact of climate change on their operations, and to improve the resilience of the Reef.

One of the actions identified in the Strategy was to survey tourism operators about their awareness and understanding of climate change impacts, adaptation and mitigation strategies and the effectiveness of climate change initiatives.

## Objectives

Implementing the survey aimed to:

- Assess the current level of awareness and concern within the tourism industry of climate change and its impact on the Great Barrier Reef

- Evaluate the level of awareness, uptake and effectiveness of the current GBRMPA climate change initiatives, including support products



**Project name:** Implementation of the tourism climate change action strategy

**Project number:** 3.2c.402.13.09

**Outcome:** 3.2 and 4.1

**Year:** 2009-2010

**Bulletin type:** final



- Identify independent climate change actions undertaken
- Identify the barriers preventing the Reef marine tourism industry from taking action on climate change.

## Activities

- A survey of nearly 100 marine tourism operators and industry representatives was conducted by Roy Morgan Research. Key findings of the survey are listed in Table 1.

## Outputs

- Production of a final Report of survey findings including key trends
- Presentation of results delivered to GBRMPA management
- Production of a one page summary of key findings for survey participants and stakeholders.



*Reef Facts for Tour Guides—Climate Change edition is one of the suite of climate change support products used by operators*

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## Outcomes

The research outcomes will be used to inform the review of the *Great Barrier Reef Climate Change Action Strategy 2009—2012* and to guide future developments and implementation of the Strategy.

The research findings will also be used as baseline measurements against which the effectiveness of the current and new tourism climate change initiatives can be evaluated in the future.

**Table 1:** Key findings of the survey

- Climate change was the most prominent top-of-mind environmental threat to the Reef; however, less than half of respondents mentioned climate change as a perceived threat without being prompted
- Overall, 75 per cent of respondents consider climate change as either a major or moderate threat to the Reef and the marine tourism industry
- Only four per cent consider climate change poses no threat at all to the Reef and tourism industry
- More than half of the stakeholders surveyed indicated it is extremely important for action to be taken to reduce the impacts of climate change on the Reef
- There is a very strong level of awareness of the GBRMPA's climate change initiatives, with almost all stakeholders surveyed aware of at least one of the initiatives tracked within the survey
- The specific initiatives with the highest levels of awareness were the general climate change information on the GBRMPA website and the High Standard Tourism Program.